


TECHNICAL DATA

	MEASUREMENT WITH FAMILIES	MEASUREMENT WITH TEACHERS
Universe	144.216 rural families	5.930 rural teachers
Sample size	451	230
Type of tool	Personal interview	
Interview dates	October – December 2010	
Research direction and coordination		

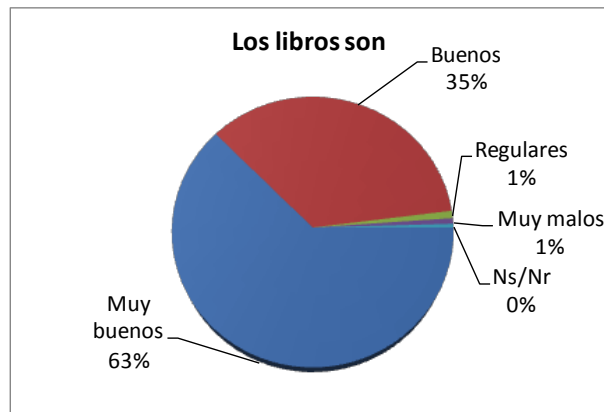
RESULTS WITH THE FAMILIES

1.0 BOOKS' GENERAL EVALUATION

Specific book characteristics are evaluated such as themes, format, letters, colors, drawings and photographs. The approval results registered are higher than 95% in all the aspects taken into consideration.

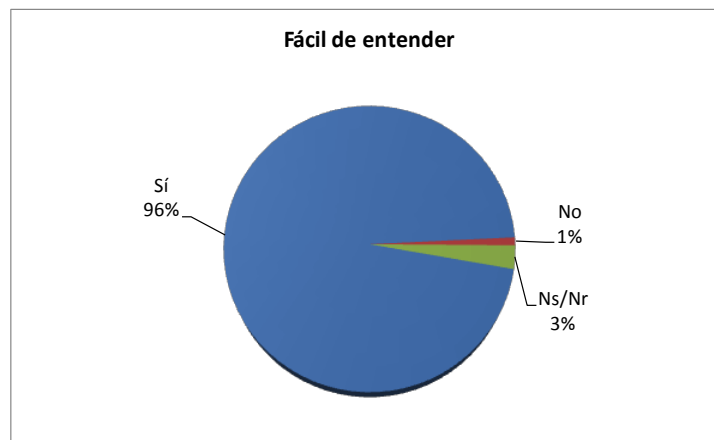
The people interviewed considered the books as very good (63%) and good (35%), indicating an acceptance of 98%.

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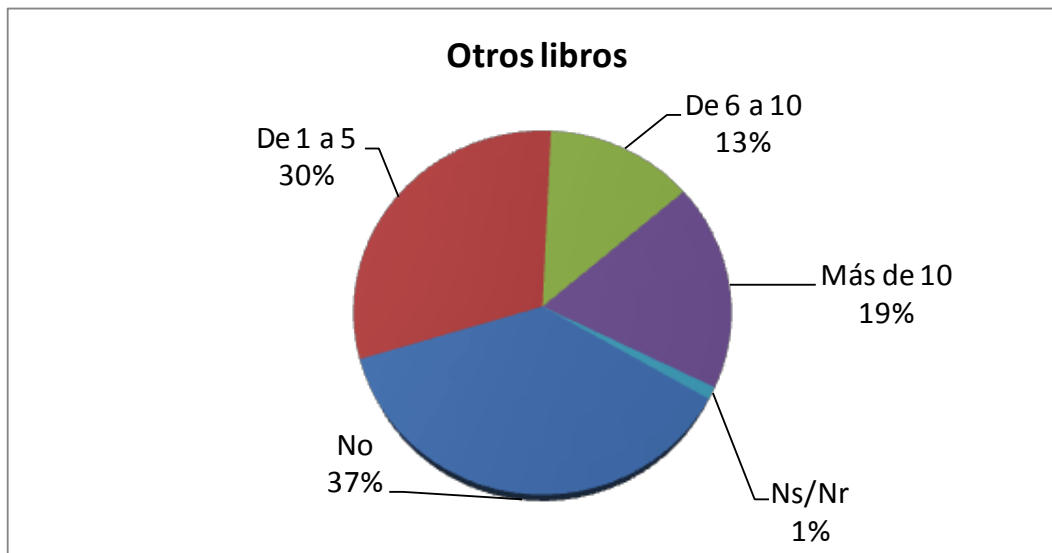
Los libros son= The books are Buenos=Good Muy buenos= very good regulares= fair
Muy malos= Very poor Ns/ Nr= No answer

96% of the people interviewed consider the books are easy to understand and, additionally 95% thinks the themes are useful.



Fácil de entender= easy to understand si= yes Ns/Nr= No answer

With the purpose of knowing the program's impact in book resources in the homes, we asked about other books at home and only in 19% of the cases we found more than 10 books, implying that in 80% of the homes the text books given by *Secrets to be told* represent more than 50% of their library.



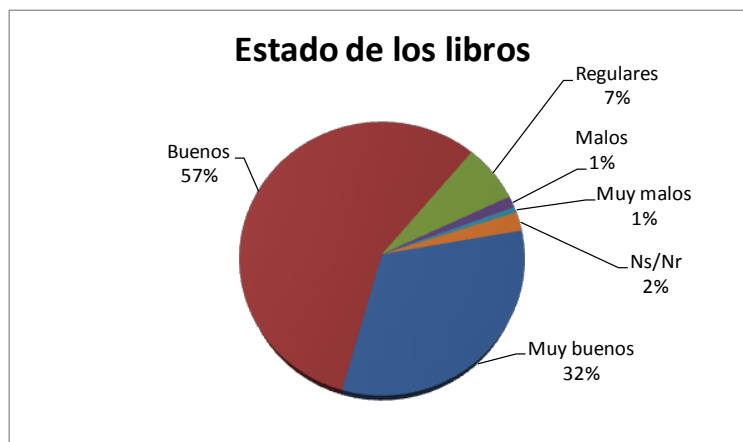
Otros libros= other books

De 1 a 5= From 1 to 5

Más de 10= More than 10

Ns/Nr= No answer

99% of the texts are in good and very good conditions, which is an excellent indicator of the quality of the material delivered and the care with which the books are handled by the families.



Estado de los libros= Condition of the books

Buenos= good

Regulares= Fair

Malos= Bad

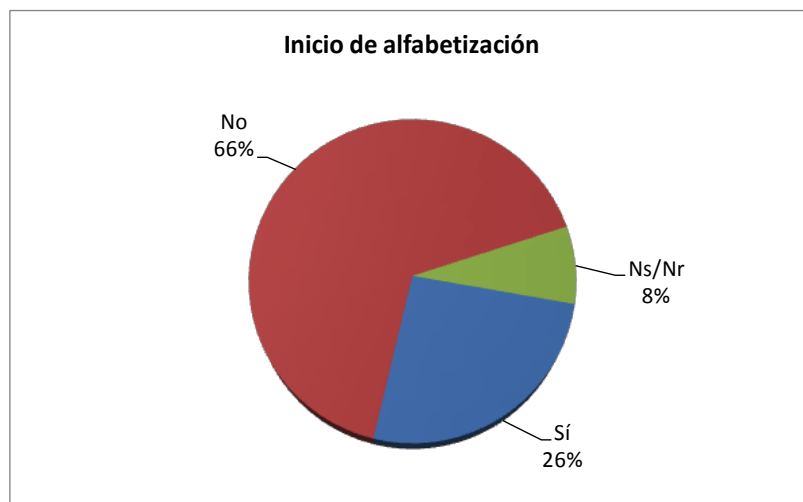
Muy malos= Very bad

Muy Buenos= Very Good

Ns/Nr= No answer

READING IMPACT EVALUATION

26% of the homes began an alphabetizing process after receiving the books donated by Secrets to be told.



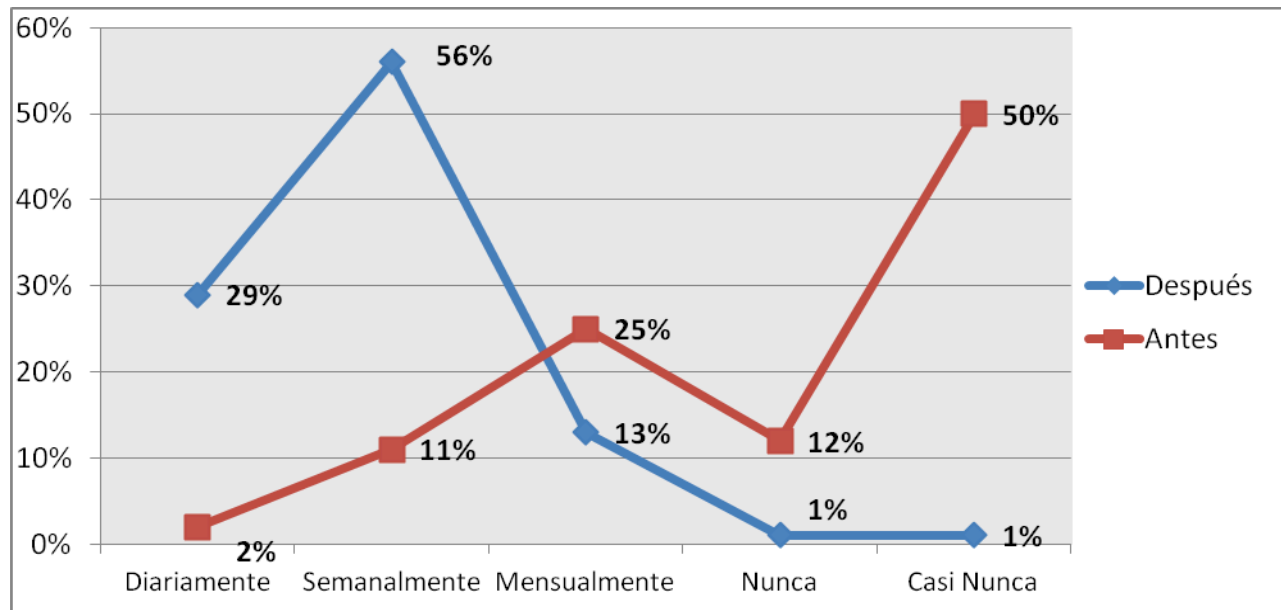
Indice de alfabetización= Alphabetizing Index

Si=Yes

Ns/Nr= No answer

Before receiving the books from Secrets to be told, the daily reading frequency was 2%, after the books were received this frequency increased to 29%.

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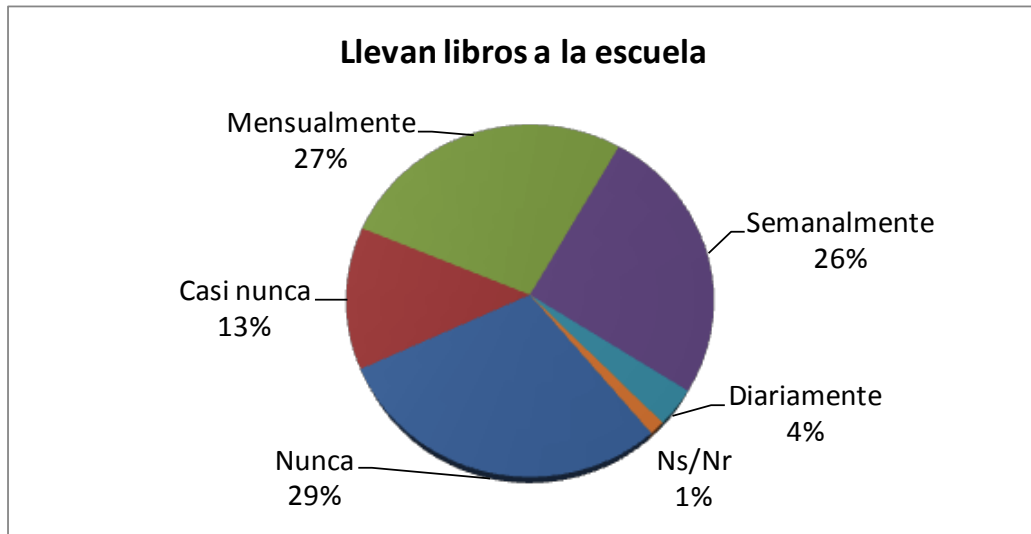


Después= after Antes= before diariamente= daily semanalmente= weekly
Mensualmente= monthly Nunca= never Casi nunca= almost never

The ones who use the most the books at home are children, followed by teenagers, moms and dads. If this result is analyzed under reading habits, we find that 93% are children, 91% teenagers, 79% mothers and 42% fathers have reading habits associated with the *Secrets to be told* books.

EDUCATIONAL IMPACT EVALUATION

57% carry the books to school at least once a month.



Llevan libros a la escuela= Carry the books to school

Mensualmente=monthly

Casi nunca= almost never

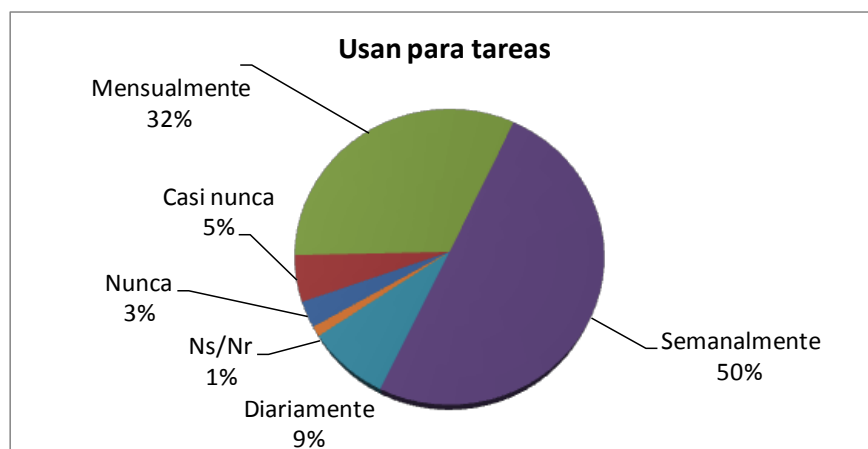
Nunca= never

Semanalmente= weekly

Diariamente= daily

Ns/Nr= No answer

The books' use for homework is close to 91%, emphasizing that 50% use them weekly for these activities and 9% do their daily homework with the support of the books from *Secrets to be told*.



Usan para tareas= Use the books for homework

Mensualmente=monthly

Casi nunca= almost never

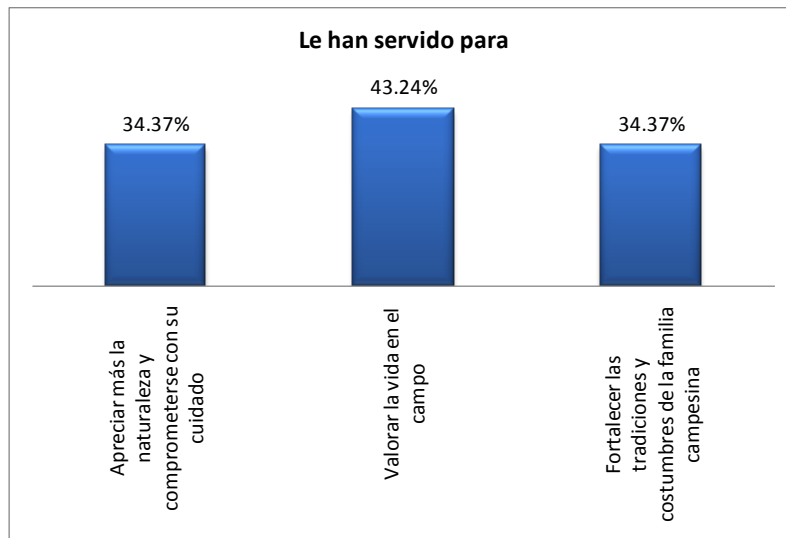
Nunca= never

Semanalmente= weekly

Diariamente= daily Ns/Nr= No answer

QUALITY OF LIFE IMPACT EVALUATION

The books have served to value rural life for 43% of the persons interviewed, to appreciate nature more and commit with its care for 34%, and to strengthen traditions and customs for 34%.



Le han servido para= The books have been useful for

Apreciar más la naturaleza y comprometerse con su cuidado= To appreciate nature and commit with its care

Valorar la vida en el campo= To value life in the farm

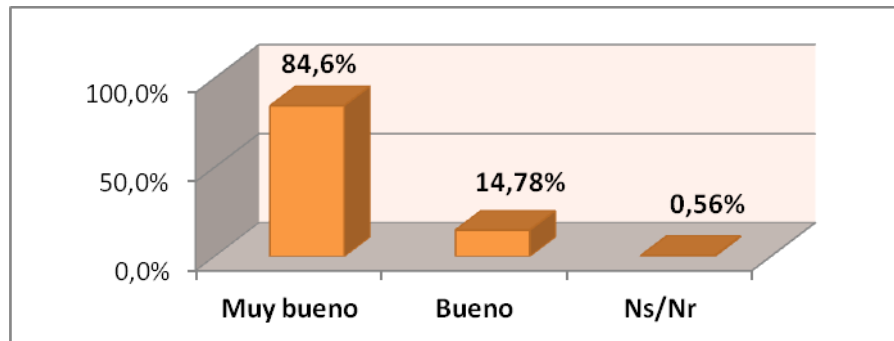
Fortalecer las tradiciones y costumbres de la familia campesina= To strengthen traditions and customs of the peasant family

TEACHERS' RESULTS

1.0 BOOKS GENERAL EVALUATION

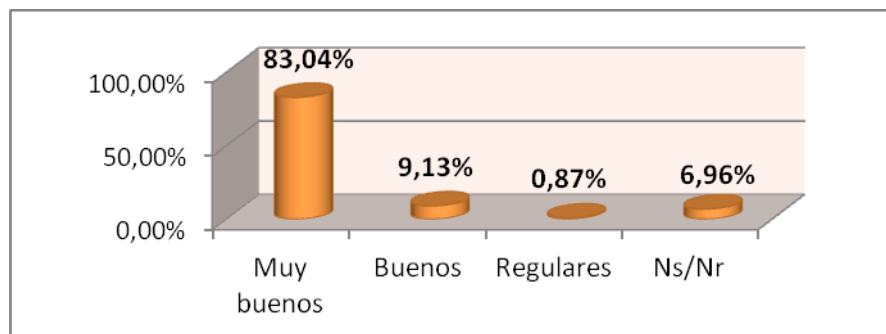
99% of the teachers evaluate the workshop when receiving the books from Secrets to be told as very good and good.

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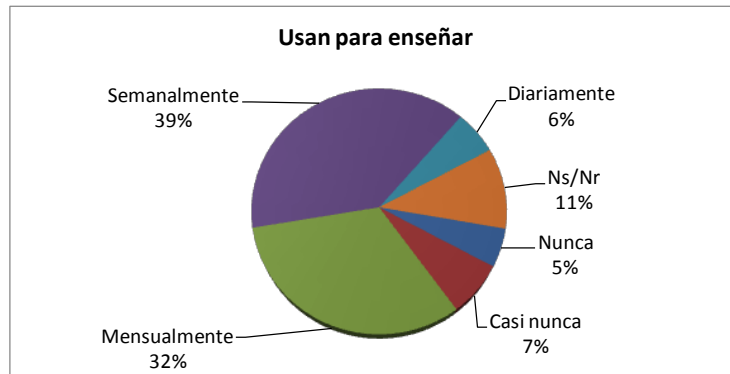
Muy bueno= very good Bueno= good Ns/Nr= No answer

The teachers' opinion on the books is....



Muy bueno= very good Bueno= good Ns/Nr= No answer Regulares= fair

77% of teachers use the books in the classroom indicating a program high impact within the educational system in rural areas.



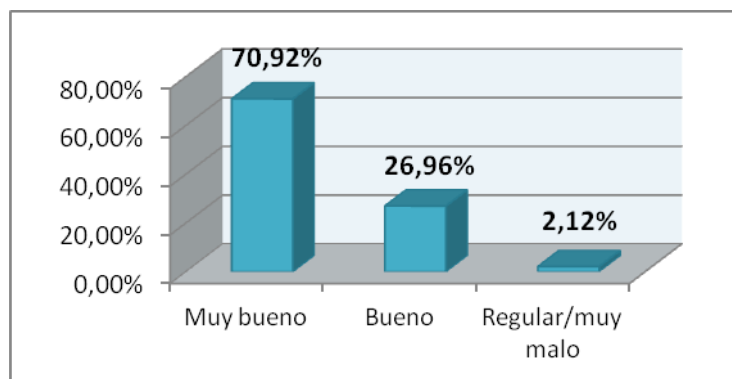
Usan para enseñar= Use the books in teaching Mensualmente=monthly

Casi nunca= almost never Nunca= never Semanalmente= weekly

Diariamente= daily Ns/Nr= No answer

2.0 WORKSHOP GUIDE EVALUATION

Teachers' evaluation on Collection delivery workshop

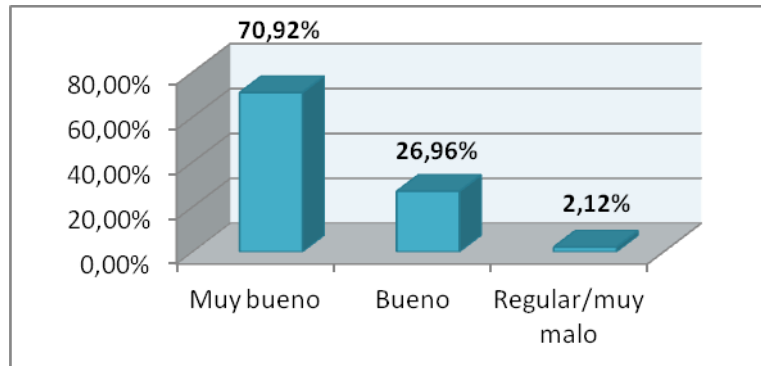


Muy bueno= very good Bueno= good Ns/Nr= No answer Regular/muy malo= fair/ very poor

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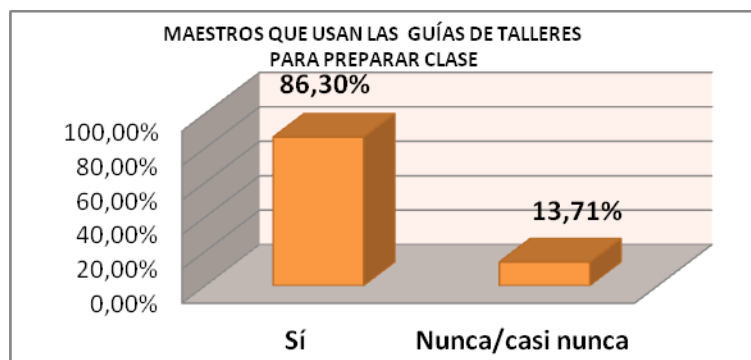


The workshop Guides, material that motivates the use of the books in the classroom, is considered by teachers as an important pedagogic material in their activities. 98% of the teachers positively evaluate the workshop in which they receive the material.

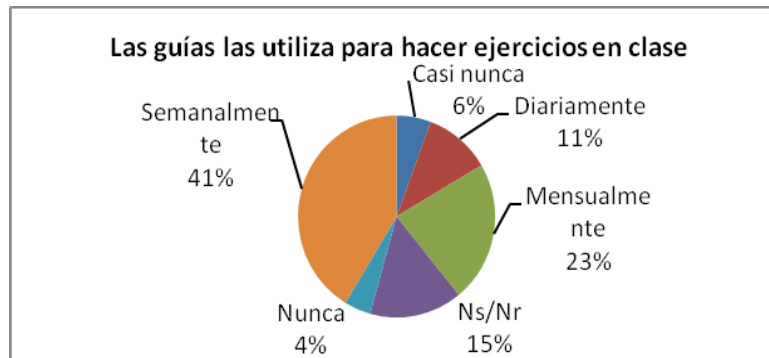


Muy bueno= very good Bueno= good Regular/muy malo= fair/ very poor

86% of the teachers use the workshop Guide to prepare class evidencing the importance of the material within rural pedagogy.



Maestros que usan las guías de talleres para preparar clase= Teachers using the workshop Guides in the classroom. Si=Yes Nunca/ casi nunca= Never/ hardly ever



Las guías las utiliza para hacer ejercicios en clase= The guides are used in classroom exercises
Mensualmente=monthly Casi nunca= almost never Nunca= never
Semanalmente= weekly Diariamente= daily Ns/Nr= No answer

CONCLUSIONS

- Most of the people interviewed attended the collections delivery workshop and registered a positive valuation of the book delivery process.
- The general evaluation of the books is high. The evaluated aspects (themes, format, letter, colors, drawings, and photographs) received at least 95% grading as “Very Good” and “Good”. Furthermore, the majority of the people interviewed considered that the books are easy to understand and the themes are useful.
- The *Secrets to be told book collections* represents at least half of non schooling books in a family in close to 80% of the homes. Their use is between 46% and 74%. Most of the texts are in good and very good conditions, reflecting on the quality of the material delivered as well as the care with which they are handled.

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- There is a positive impact on reading. 75% of the persons have improved reading and 63% have developed the taste for reading thanks to the material received. Additionally, in a fourth of the homes an alphabetizing process was begun after the reception of the materials donated by *Secrets to be told*.
- Children and /or teenagers are the ones who most use the books in frequency, but the use by mothers and fathers is as important. Regarding reading habits 93% of children, 91% of teenagers, 79% of mothers and 42% of fathers have reading habits associated with the books donated by *Secrets to be told*.
- Regarding the impact on quality of life it is positive in aspects related with environment (development of higher appreciation for nature and a greater commitment with its care) and regarding culture (identity and rooting). The project has contributed to promote the social and territorial belonging feeling in the persons benefited by the program. Another important aspect is the use of the books as entertainment material.